LISTING OF THE CLAIMS

1.   (Currently Amended) In an electronic delivery address service, a method comprising:

receiving by the delivery address service via electronic communication, an electronic subscription from a subscriber, the received subscription including a mailing address of the subscriber;

in response, the delivery address service electronically ~~providing~~ generating ~~the~~ ~~subscriber with~~ a substitute delivery address;

transmitting by the delivery address service via electronic communication the substitute delivery address to the subscriber, for the subscriber to use in an online purchase of a good;

receiving by the delivery address service via electronic communication, an electronic notification of either a request to deliver or an arrival of ~~a~~ the purchased good, as a result of the substitute delivery address being used by the subscriber in ~~an~~ the online purchase of the good; and

intervening by the delivery address service by electronically communicating the provided mailing address of the subscriber to the delivery service to facilitate delivery of the purchased good to the subscriber ~~using the provided mailing address of the~~ ~~subscriber~~.

2.   (Original) The method of claim 1, wherein the method further comprises the delivery address service correlating the substitute delivery address to the mailing address of the subscriber.

3.   (Original) The method of claim 1, wherein the substitute delivery address comprises one of a plurality of mailboxes pre-established with a mailbox service by the delivery address service.

4.   (Original) The method of claim 3, wherein the method further comprises the delivery address service selecting a mailbox proximately located with the mailing address of the subscriber, for use as the substitute delivery address.

5.   (Original) The method of claim 3, wherein said receiving by the delivery address service of a notification comprises receiving by the delivery address service a notification from a mailbox service with respect to the arrival of the purchased goods.

6.   (Original) The method of claim 5, wherein said intervening by the delivery address service comprises said delivery address service notifying said subscriber of the arrival of the purchased goods.

7.   (Original) The method of claim 1, wherein the substitute delivery address comprises one of a plurality of virtual delivery address artificially created by the delivery address service.

8.   (Original) The method of claim 7, wherein said receiving of a notification comprises receiving a notification of a request to deliver a purchased good from a delivery service, and the method further comprises providing the mailing address of the subscriber to the delivery service.

9. (Previously Amended) The method of claim 8, wherein said intervening by the delivery address service comprises the delivery address service automatically providing said mailing address of the subscriber to the delivery service.

10. (Previously Amended) The method of claim 1, wherein the method further comprises receiving a confirmation by the delivery address service of the purchase.

11. (Original) The method of claim 10, wherein the delivery address service receives the confirmation from the subscriber.

12. (Original) The method of claim 10, wherein the delivery address service receives the confirmation from an online business from which the goods to be delivered was purchased.

13. (Original) The method of claim 1, wherein the subscriber is a purchaser of the goods.

14. (Original) The method of claim 1, wherein the subscriber is a beneficiary of the purchase.

15. (Currently Amended) A storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable an address delivery service to receive a delivery address service subscription from a subscriber, including a mailing address of the subscriber, to generate ~~provide the subscriber with~~ a substitute delivery address, <u>to transmit the substitute address to the subscriber,</u> to receive a notification of a request to deliver or arrival of purchased goods for the subscriber, resulting from the substitute delivery

address being used by the subscriber in an online purchase, and to intervene to facilitate delivery of the purchased goods to the subscriber, using the mailing address of the subscriber.

16.   (Original) The storage medium of claim 15, wherein said executing instructions further operate to correlate the subscription delivery address with the mailing address of the user.

17.   (Original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to provide one of a plurality of pre-established mailboxes as the substitute delivery address.

18.   (Original) The storage medium of claim 17, wherein said executing instructions further enable the delivery address service to receive a notification of the arrival of the purchased goods from a mailbox service, and to notify the subscriber of the arrival.

19.   (Original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to provide one of a plurality of virtual delivery addresses as the substitute delivery address.

20.   (Original) The storage medium of claim 19, wherein said executing instructions further enable the delivery address service to receive a notification of a request to deliver the purchased goods from a delivery service, and to provide the mailing address of the subscriber to the delivery service.

21.   (Original) The storage medium of claim 15, wherein said executing instructions further enable the delivery address service to receive a confirmation of the online purchase.

22.   (Currently Amended) An apparatus comprising:

a storage medium having stored therein a plurality of instructions that are machine executable, wherein when executed, said executing instructions operate to enable the apparatus to receive a delivery address service subscription from a subscriber, including a mailing address of the subscriber, to ~~provide~~ generate ~~the subscriber with~~ a substitute delivery address, to transmit the substitute delivery address to the subscriber, to receive a notification of a request to deliver or arrival of purchased goods of the subscriber, resulting from the substitute delivery address being used by the subscriber in an online purchase, and to intervene to facilitate delivery of the purchased goods to the subscriber, using the mailing address of the subscriber; and

a processor coupled to said storage medium to execute said instructions.

23.   (Original) The apparatus of claim 22, wherein said executing instructions further operate to correlate the subscription delivery address with the mailing address of the user.

24.   (Original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to provide one of a plurality of pre-established mailboxes as the substitute delivery address

25.   (Original) The apparatus of claim 24, wherein said executing instructions further enable the delivery address service to receive a notification of the arrival of the purchased goods from a mailbox service, and to notify the subscriber of the arrival.

26.   (Original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to provide one of a plurality of virtual delivery addresses as the substitute delivery address.

27.   (Original) The apparatus of claim 26, wherein said executing instructions further enable the delivery address service to receive a notification of a request to deliver the purchased goods from a delivery service, and to provide the mailing address of the subscriber to the delivery service.

28.   (Original) The apparatus of claim 22, wherein said executing instructions further enable the delivery address service to receive a confirmation of the online purchase.

29.   (New) An electronic delivery address service system comprising:

a subscription module of programming instruction configured to receive an electronic subscription from a subscriber, including the subscriber's mailing address, and generate the substitute delivery address;

a transmission module of programming instruction configured to receive the substitute delivery address and transmit the substitute delivery address to the subscriber to use in an online purchase of a good;

a notification module of programming instruction configured to receive an electronic notification of a request to deliver the purchased good, or an electronic notification of an arrival of the purchased good from a delivery service, as a result of the delivery address being used by the subscriber in the online purchase of the good, and retrieving the subscriber's mailing address; and

an intervention module of programming instruction configured to receive the retrieved subscriber's mailing address and transmit the subscriber's mailing address to the delivery service to facilitate delivery of the purchased goods to the subscriber.

30.   (New) The system of claim 29, wherein the system further comprises a database module of programming instruction to correlate the substitute delivery address to the mailing address of the subscriber.

31.   (New) The system of claim 29, wherein the system further comprises a mailbox selection module of programming instruction to select a mailbox proximately located with the mailing address of the subscriber, for use as the substitute delivery address.

32.   (New) The system of claim 31, wherein said notification module of programming instruction configured to receive an electronic notification comprises programming instruction configured to receive an electronic notification from a mailbox service with respect to the arrival of the purchased goods.

33.   (New) The system of claim 32, wherein said intervention module further comprises programming instruction configured to notify said subscriber of the arrival of the purchased goods.

34.   (New) The system of claim 32, wherein the substitute delivery address comprises one of a plurality of virtual delivery address artificially generated by a virtual delivery address module of programming instruction.

35.   (New) The system of claim 32, wherein said notification module of programming instruction configured to receive an electronic notification comprises programming

instruction configured to receive an electronic notification of a request to deliver a purchased good from a delivery service, and retrieving the subscriber's mailing address to provide the mailing address of the subscriber to the delivery service.

36.   (New) The system of claim 33, wherein said intervention module comprises programming instruction configured to automatically provide said mailing address of the subscriber to the delivery service.

37.   (New) The system of claim 29, wherein the system further comprises a confirmation module of programming instruction configured to receive an electronic confirmation of the purchase.

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